



## MWR THEME OPERATIONS

March 2006

### Welcome

**What a great conference!** I want to thank everyone who shared, networked, participated, learned and had a good time doing it. The conference, hosted by Shades of Green, provided targeted training tracks, a vendor product showcase, a Disney speaker, themed events/breaks, an awards luncheon and much more. The conference was the perfect opportunity for our unit managers to network, discuss issues and concerns as well as celebrate successes. The agenda was packed with informative classes and updates, and no time was wasted during the information-filled week. One first-time attendee said she had no idea the conference would be so intense. She said she learned more in the first two days than she had learned at any other conference.

This issue of *E-News* will recap the conference. Also, be sure to visit [www.armythemes.com](http://www.armythemes.com) to view the many photos taken during the conference.

As always, we want to hear from you. This newsletter is a forum for you to share your ideas, thoughts and comments. Thanks for your support.

Roger Weger  
Chief, Food Services Division

### MWR Theme Operations Unit Managers Conference

The conference "kicked off" with a Sunday night Super Bowl reception. BG Macdonald, Commander USACFSC, opened the conference by leading the CFSC team onto the field. Big screens showed the game action and the party was loud and festive. MJM Sports (of Seattle) showcased their fantasy football kiosk. Attendees had an opportunity to pick a team and compete with soldiers around the world for prizes.



BG Macdonald kicks off our conference in grand style by quarterbacking our UMC team into the Super Bowl reception

## Monday

Monday morning, the conference started off with BG Macdonald's keynote address. He stressed the importance of serving Soldiers, many of whom are located in hostile environments and also of supporting their families who are waiting at home. He provided an informative overview of MWR and CFSC focusing on the valuable work our organization provides to our service members and families. The overview gave attendees insight into where they fit in the big picture and how important each person is to the entire MWR mission.

Following the Commander's Update, Mr. Keith Elder, Director of Business Programs, gave an update on the successes, challenges and future projects of the Business Programs Directorate. Mr. Roger Weger, Chief, Food Services Division, followed with an update of the MWR Theme Operations Program including an introduction to our newest concept – a yet un-named market café concept. Mr. Weger announced a "Name that Restaurant" contest during the conference and encouraged all attendees to drop their ideas into a prize box.

### Quality Guest Service – Disney Style

In the afternoon, Ms. Kris Lafferty of the Disney Institute spoke on Quality Guest Service – Disney Style. Ms. Lafferty pointed out that our managers need to recognize that our competition isn't just other food venues, but rather any other place that our guests spend money. The competition can be the movies theatre or the department store. The key for our managers is to make every guest experience a memorable one. To do that, managers need to pay attention to the small details and go out of there way to exceed the guest expectations.

The Disney presentation was followed by individual Theme Roundtables. Attendees broke out by theme and concentrated on get-well initiatives, best practices, worst practices, and revenue generating ideas exchange.

Monday evening attendees had an opportunity to tour Shades of Green with General Manager, Mr. Jim McCrindle. The tour took the group "behind the scenes" of the resort to see front and back-of-the-house operations. One of the most interesting aspects was to see the vast security camera system set up at Shades of Green. All public areas of the resort are monitored by cameras. One participant said "It made them feel a lot safer knowing the cameras are there."

### Tuesday - Experience Java Café and Habanero

Tuesday was a day for attendees to experience our newest brand Java Café and also to sample menu items from Habanero "Fresh-Mex Grille". By the end of the day, attendees had a good sampling of menu items from the two brands. Breakfast featured items from the Java Café menu along with coffee specialties from the "We Proudly Brew Starbucks" program. Lunch was prepared by MWR Theme Operation Chefs and featured menu items from the Habanero menu. The afternoon break featured deli items and more coffee specialties from the Java Café menu. Attendees were very impressed with both concepts and are already discussing how to incorporate a unit at their installations. Shades of Green General Manager, Jim McCrindle was impressed with the brand and plans to open a Java Café' kiosk unit in late March 2006.



Tuesday and Wednesday began two days of educational training which were broken into six separate training tracks. Attendees chose their track from an offering of: ServSafe-Food Service Sanitation, FoodTrak-Food & Beverage Management Program Training, NAF Financial Management Training, CMCE preparation, NAF Benefits/Retirement Planning and Theme Operations Hands-On Training. All MWR Theme Operations managers are required to take the ServSafe course if they haven't done so. The Hands-On training gave attendees a chance to work with our chefs to learn about the preparation of the Java Café and Habanero menu items.

### **Wednesday**

#### **Vendor Product Showcase**

The Vendor Product Showcase, conducted during the lunch break, featured vendors who currently do business with the MWR Theme Operations Program. Theme Managers and Vendor representatives were able to spend time discussing issues, sampling products and learning new ways to increase business. Many vendors remarked on the productivity of the session.



Ms. Sharon Bertschi of CFSC talks with Mr. Matt Rogers from Alive Promo.



Ms. Stacie Mathis of 6<sup>th</sup> ASG and Ms Tanya Moore of Redstone Arsenal talk with vendors from Rich's Products.

A special thank you to the vendors who participated in this year's vendor showcase: 3M, ACH, Alive Promo, Anheuser-Busch, Archiblad Bros, Astra Foods, Brakebush Chicken, Burke Corp, Celebrity, Cintas, Coca-Cola, Conagra, Corsair Displays, E-Mall, Fontanini, French's, Hormel, King & Prince, Kraft, McCain, Mission Foods, MJM Sports, nestle/Stouffer, Otis Spunkmeyer, PepsiCo, Rich Products, Schwann's, Schreiber Cheese, Starbucks, Tyson Foods, and Unilever.

### **Thursday**

#### **Promotions Update**

Ms. Sharon Bertschi reviewed the upcoming food promotions through Winter 2007 to give unit managers an idea of what's coming. She then presented a fast-paced barrage of useful promotional tools that managers can use to increase the visibility of their units. The ideas ranged from banners and magnets to balloons and coupons. All attendees received a detailed handout on many different ways to improve visibility of their food service operation.



## Special Events – Beyond the Box

Ms. Kristen Kea, Business Programs Events, discussed the current and upcoming promotions for US Army clubs, bowling centers and golf courses. Promotions included; a recap of Spin to Win, Army Athletes Race to the Rings, and the upcoming Military Idol and 101 Days of Summer promotion. Ms. Kea discussed the importance of taking the promotion that CFSC-BP provides as a starting point and adding local elements to enhance the objectives of the promotion. Attendees were left with a guideline that identified successful steps and timeframes for upcoming promotions. For more information about CFSC-BP promotions contact [Kristen.Kea@cfsc.army.mil](mailto:Kristen.Kea@cfsc.army.mil)

Great Idea's to Share: Mr. Harlan Knox, IMA SWRO shared a great idea to cross market the theme operations and other MWR programs by using the "Spin to Win" wheel. Simply put the wheel on the road around your installation, at other base-wide special events, the Youth Center, Child Development, in front of the AAFES Exchange and ask guests to spin their luck to win discounts off meals, or any give-aways you might have on hand. It's a great way to cross market and guests really seem to enjoy the "Spin to Win" wheel. Thanks Harlan!

## Guest Service Training – “Your business is not what you sell, it's who you serve!”

European Area Manager Mr. Brad Puterbaugh presented a fast-paced, targeted discussion of what is important to guests and the value of paying attention to details. This presentation complemented the Disney Institute presentation by highlighting ways to give guests a little extra, exceed the ordinary and provide a great guest experience.

## Food Trends

Chef Jason Henderson discussed the hot trends in the food industry and how those trends impact MWR Theme Operation units. Chef Henderson reviewed the hottest trends, and then referred back to Ms. Bertschi's presentation on the upcoming food promotions. Each new food item incorporates the newest trends.



Thursday featured an awards luncheon to recognize newly awarded CMCEs and Best in Class winners

## Awarding our High Achievers!

The awards luncheon provided time for the entire Theme Operations team to celebrate the achievements of our award winners. We were privileged to be able to honor two different categories of awards this year; Theme Operations Best in Class & Certified Military Community Executive (CMCE).

The Best in Class award is a prestigious award given to the theme operations units for achieving and maintaining the highest levels of guest service.

The Certified Military Community Executive Program is a mark of distinction and achievement. Those who have earned the CMCE designation are recognized as achieving the highest levels of job knowledge and leadership.

The “Best in Class” winners were showcased and presented with their awards. This year’s winners were:

Strike Zone – Fort Hood, Texas  
Reggie’s – Selfridge Army Garrison, Michigan  
Primo’s Express – Darmstadt, Germany  
Mulligan’s – Fort Shafter, Hawaii  
Lil’ Skeeters BBQ – Fort Drum, New York  
Joint Service – U.S. Air Force Menwith Hill Station, England (Strike Zone)  
Most Improved – U.S. Military Academy, New York (Lil’ Skeeters BBQ)



Front L to R: Ms. Barbara Cox & Ms. Yong Wissmar: Fort Hood, Ms. Erika Gemba: Darmstadt

Back L to R: Mr. Ed Campbell: Menwith Hill, Mr. William Harmon: IMA NERO, Mr. Craig Arms: USMA, Mr. Bryon Jones: Selfridge, Mr. Peter Loo: Fort Shafter

Ms. Sari Jill Schneider, IMCEA Executive Director, Mr. Gary Scheer, US Coast Guard MWR Director-President IMCEA, and Mr. Bill Ginac, past IMCEA President & Executive Director, presented the Certified Military Community Executive (CMCE) certificates. The newest CMCE's are:

Mr. Keith Elder, CMCE  
Mr. Chris Bradford, CMCE  
Ms. Sharon Bertschi, CMCE  
Mr. Eddie Campbell, CMCE  
Ms. Tanya Matsumura, CMCE  
Mr. John Miller, CMCE  
Mr. Jerry Simmons, CMCE  
Mr. Ronald Telles, CMCE

Mr. Gary  
Scheer, IMCEA  
President,  
addresses the  
attendees  
during our  
awards  
luncheon.



We are very proud of our award winners. Each has worked hard to achieve success in their operations and we are pleased to be able to recognize their achievements before their peers.

### **Friday - The Final Day Arrives**

On Friday, the attendees broke out into Regional Roundtable groups where they discussed issues affecting their geographic regions.

Another successful conference ended with a reminder from the great football legend Vince Lombardi:

"The person determined to achieve maximum success learns the principle that progress is made one step at a time. A house is built one brick at a time. Football games are won a play at a time. A restaurant grows bigger one guest at a time. Every big accomplishment is a series of little accomplishments."

We look forward to celebrating each step this year as we build on our collective successes. What we do is definitely a "Team Sport", and we thank each and everyone of you for your contributions to the team. We are in business to support our great Military Family, and the sum output of our Theme team is greater than each of its individual parts. The conference and our entire program is a success due in large part to your collective contributions.

### **Some comments from attendees:**

Ms. Migdalia Vega from Fort Dix raved about the conference. She said she learned so much she started implementing new ideas before she left Orlando. "I feel energized and motivated now. I didn't know the conference would be so good. I now have many tools to use and lots of ideas for my unit."

Mr. Harlan Knox, SWRO, was impressed with the conference. "It was enlightening, well prepared and professionally done. This conference was an excellent learning opportunity for the participants. I think attendance at this conference is an investment in our programs and our employees. These participants are energized and motivated to go back to their units and start using the tools they've learned and implement the ideas they have picked up. This experience is valuable to the development of programs and our team members."





2006 Unit Managers' Conference, Shades of Green Resort Orlando, Florida

### Anniversaries

3 March – Mulligan's, Fort Carson, CO celebrates their 1-year anniversary.

21 March – Habanero at Picatinny Arsenal, NJ also celebrate their 1<sup>st</sup> year anniversary.

### Closing Thought

*"People who enjoy what they are doing invariably do it well" ... Joe Gibbs*



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